

Several parishes in the Diocese of Bethlehem with the assistance of the Evangelism Commission are putting together a mass-mailing postcard to be received in targeted homes before Palm Sunday, and we are inviting other parishes in the diocese to take part.

The front four-color panel has been designed by Jenifer Gambier of the Cathedral Church of the Nativity and the black and white back panel can be customized to include the schedule from Palm Sunday through Easter Sunday along with the address, phone number & website plus any other directions necessary to find the church.

The goal of the program is to introduce your parish to all or some of your neighbors in the zip codes around your parish. Each parish selects the reach and size of the mailing.

The printing and mailing will be handled by Richard Woodyatt of Minuteman Press of Bethlehem also a member of the Cathedral.

The cost for the postcards would depend on the size of the mailing. The total cost of the cards is about \$0.35 each (printing, addressing, mail processing & postage) and the purchase of a multi-use address list would add an additional \$0.08. Generally speaking, given the expected rate of return would be 0.5-0.75%, mailing out 2000 cards would cost about \$700 (plus an initial \$135 to buy a 1700 name list) and would be expected to attract 10-15 responses.

The deadline to opt in is next Friday, February 23 so we know the scope of the program. Please e-mail Richard Woodyatt [richard.woodyatt@pikewood.com] with a cc to evangelism@trinityeaston.org if you are interested. Please make the subject line "Easter Postcard" to avoid getting caught by the junk mail filter.

Parishes that take part will have to provide a copy of their mailing list. This is for two reasons: The postcard goes to the parish list as a reminder of Holy Week and Easter services, and by coordinating lists we can ensure that members who live in another parish's mailing area do not get cards from the wrong parish. If you have a non-profit postal permit, arrangements can be made to make use of that permit. Contact Mr. Woodyatt for more information in your e-mail.

Designs must be finalized by March 2nd and have it in the mail no later than March 22nd to give a week's lead time before Palm Sunday.

A limited amount of support from the Evangelism Commission is available to aid in start up costs for parishes

These postcards have been used successfully at the Cathedral, Trinity, Easton and Christ Church, Stroudsburg. St. Paul's, Montrose will also be taking part this spring. These cards are most effective over time as the project is repeated. These churches have sent mailings as often as three times per year (Holy Week/Easter, Christmas, and for back-to-school).